



Apply here

Start date

Flexible

Duration

6 months

Languages

Good spoken and written English levels are required (C1 onwards)

Location

Cardiff, Wales

Working within a modern and highly desirable setting, Cardiff offers a bustling and exciting lifestyle of shopping, sport, high-tech industry and social experiences coupled with unrivalled countryside and a famously warm welcome.

Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

Role

This is a fantastic, career enhancing opportunity for an ambitious Marketing and Communications student to increase the visibility of a company distributing innovative “creative thinking” software and strategies. You will assist in Marketing and Communications, digitally, through Social Media etc. as well as through more traditional face to face methods. This hands-on business experience will be a great addition to your CV and boost to your career prospects.

Tasks

- Writing brand targeted content for company websites, blogs and press releases
- Planning and creating email marketing campaigns
- Creating engaging content for social media, monitoring and managing Search Engine Optimisation
- Outlining and setting up PPC (pay per click) campaigns
- Develop marketing materials and marketing strategy to build relationships with key media in relevant sectors
- Respond to media requests, create media lists, media monitoring, reporting and collating press cuttings
- Securing quality press coverage to build awareness for the brand and products
- Assisting the team with events and exhibitions, participating in product demonstrations, pitches and workshops
- Researching new opportunities and contributing to creative team brainstorming sessions

Desired Skills

- Excellent written skills
- Strong knowledge of digital marketing, including content and email marketing, SEO and paid search
- Good working knowledge of online reporting tools including Google Analytics
- Sharp attention to detail
- Ability to remain calm under pressure; well organised
- Strong, professional oral communication skills
- Excellent interpersonal skills and a self-motivated team-player
- Confident in building relationships with decision makers

The Host Company

The brainstorming and project planning software developed by this ambitious fast-growing company is used by more than 1 million people worldwide and they deliver accredited training courses worldwide in Mind Mapping, Applied Innovation, Speed Reading and Memory Skills with an expertise in creating results-driven training.